



MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism is Important Business

- **Tourism is one of Montana's leading and fastest growing industries.**
- Over **10.4 million visitors spent \$2.9 billion** in 2006 which is new money for Montana's economy. (In 2005, Montana received \$2.7 billion in non-resident expenditures.)
- 10.4 million visitors means **11 new customers per Montana resident for Main Street businesses.**
- **\$2.2 billion of that total spending in 2006 went to retail items** like food, gas, clothes, gifts, sporting goods and other products -- that translates to \$0.77 of every visitor dollar being spent in our local communities.

Tourism is Big Business

- Visitor spending **generated \$230 million in state and local tax revenue** in 2006.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.47 ppl) would have to pay **\$601 in additional local and state taxes.** (*total tax revenue / total households*)

Tourism is Our Business

- Tourism and recreation businesses **support 48,580 Montana jobs.**
- Visitor spending **provided \$918 million in worker salaries.**
- Some of our **Partners** in the **Tourism Industry** include:
 - Hotels, motels, bed & breakfasts and dude ranches
 - Restaurants and bars
 - Outfitters and guides
 - Ski resorts and private travel attractions
 - Museums and cultural facilities
 - Private and public campgrounds
 - Farmers and ranchers
 - Gas station and convenience store owners
 - Transportation companies
 - Retail shops
 - State and federal agencies
- Montana's 2008-2012 Tourism & Recreation Strategic Plan incorporates input received from Montana citizens, businesses and organization representatives (including private, public, tribal, nonprofit), totaling over **1,200+ Montanans.**



Tourism is in the Advertising Business

- The 2004 Travel Montana advertising campaign **influenced nearly ½ million visitors** to visit Montana **who then spent \$70 million** while here. (Another 5 million intended to travel to Montana the following year.)
- The campaign generated **\$4.9 million in additional tax revenues** to the state.
- In 2004, the state garnered **\$50 in increased traveler spending** for every \$1 spent on promotion.
- Every bed tax dollar invested in promoting Montana yielded **\$3.50 in state and local taxes**. Out of this \$3.50, **\$2.12 is returned** directly to the **state's general fund**.

Tourism is Competitive Business

- Montana is losing its competitive advantage in tourism marketing and advertising.
- In 1993, Montana ranked 15th in the nation in state tourism promotion budgets. By 2007, Montana slipped to 31st place.
- Montana's travel promotion budget is 38% lower than the national state average.
- Media costs increased 97% from 1997 to 2005, while Montana's ad budget increased only 23%.
- Additional funding to enhance tourism marketing efforts would result in increased visitor spending which in turn increases income, property and corporate tax collections.



MONTANA

Figures compiled using data included in ITRR's *The Economic Review of the Travel Industry in Montana – 2006 Biennial Edition*, ITRR's *2006 Montana Nonresident Economic Impacts & Expenditures*, *Montana Tourism & Recreation Strategic Plan 2008-2012*; Longwoods International: *Montana's 2004 Advertising Accountability Study*; and Susan Ockert, *Economist, Montana Department of Commerce*.